PROJECT NUMBER: 2306
PROJECT TITLE: Marlboro Standardization/International Support
PROJECT LEADER: Janet L. Spruill
PERIOD COVERED: November, 1988

I. MARLBORO STANDARDIZATION

A. Objective: Analytical and subjective evaluations of production Marlboro KS/LS.

B. Status: Standard Run VI completed at all factory locations with analytical and subjective evaluations underway.

C. Plans: Evaluations of Standard Run VI.

II. DOMESTIC CIGARETTE DEVELOPMENT PANEL

A. Objective: To provide subjective direction for programs within R&D and manufacturing locations.

B. Status: Production runs of Alpine family under evaluations daily. Sixteen panels completed for the reporting period. Profiled 10 domestic brands.

C. Plans: Provide assistance as needed.

III. PROJECT NATURAL

A. Objective: To develop 85mm and 100mm full-flavored and lights prototypes using blend components and flavor systems which will result in a natural blended product.

B. Status: POL 4447 (Natural Blend "C" Lights vs Marlboro Lights) released for testing. POL 3598 (Blend C using limited flavor ingredients vs Marlboro 85) has been made and submitted for analytical.

C. Plans: Analytical and subjective evaluations of "Limited" model.

IV. FLAVOR RESOURCE DATA BANK

A. Objective: Creation, customization and maintenance of flavor resource and data files for use by Flavor Development Division.

B. Status: New vendor samples continue to be evaluated subjectively.

C. Plans: Division updated with information.

V. INTERNATIONAL SUPPORT

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Source: https://www.industrydocuments.ucsf.edu/docs/plkm0000

International Brands Smoking Panel

A. Objective: Subjective evaluations (rod aroma and smoking characteristics) of cigarette brands in the international market.

B. Status: Stockton Street start-up of PM Super Lights 83 FTB and Lark Milds 83 FTB were evaluated subjectively. Also, MC's start-up of Merit Lights-Japan were evaluated. Thirteen additional panels were completed during the reporting period. Eleven International brands were subjectively profiled.

C. Plans: Provide assistance as needed.

PROJECT LIGHT/ULTRA

A. Objective: Develop 7mg product for Japanese market.

B. Status: Merit Lights for Japan began 11/14/88 at Manufacturing Center.

C. Plans: Evaluate production samples.

PROJECT MOUNT ULTRA-JAPAN

A. Objective: Explore the use of new blends, new flavor systems and different construction styles. Cigarettes will be in the low and ultra-low category for the Japanese market.

B. Status: Based upon Danchi test results, further development work will be implemented.

PROJECT AVALON

A. Objective: Development of casing and aftercut systems for a regular and mentholated product for the Asian market.

B. Status: Evaluations of prototypes near completion.

PROJECT STARSHIP II

A. Objective: Produce a 12mg cigarette for the Japanese market.

B. Status: Program complete.

PROJECT OLYMPIC (KOREA)

A. Objective: Development of a product to be competitive to Pine Tree King Size.

B. Status: Casing and aftercut development in progress.

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Source: https://www.industrydocuments.ucsf.edu/docs/plkm0000

MARLBORO IMPROVEMENT PROGRAM (AUSTRALIA)

A. **Objective**: Develop an Australian Marlboro subjectively closer to the U.S. Marlboro.

B. **Status**: Blends A and C chosen fabricated in Australia.

C. **Plans**: Evaluations of prototypes.

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Source: https://www.industrydocuments.ucsf.edu/docs/plkm0000